I claim:

1.   A method for providing information via a public network to a user, the method comprising the steps of:

identifying the user;

acquiring a user's network usage data;

generating a user profile from said acquired data; and

providing information obtained via the network to said user based on a said user profile.

2.   The method of claim 1, wherein said step of identifying said user identifies that person specifically, and includes one or more of the steps of:

acquiring said user's fingerprints;

acquiring said user's retinal pattern; or

acquiring said user's voice pattern; and

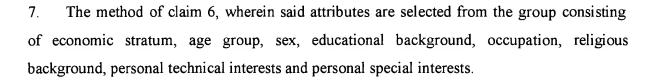wherein said providing information step serves advertisements directed to said specific user based on said user's profile.

3.   The method of claim 2, wherein said acquiring step is performed by recording details about sites searched or visited by a user.

4.   The method of claim 3, further wherein section headings and keywords of sites visited are recorded.

5.   The method of claim 4, further wherein keywords used in searching for sites are recorded.

6.   The method of claim 4 or claim 5, wherein recorded information is allocated to one or more attribute records.

7. The method of claim 6, wherein said attributes are selected from the group consisting of economic stratum, age group, sex, educational background, occupation, religious background, personal technical interests and personal special interests.

8. The method of claim 7, wherein said associating step is performed by weighting each said attribute matched by said acquired data to generate said user profile.

9. The method of claim 8, wherein said weighting is performed on the basis of time or spent or the frequency of visit to sites.

10. The method of claim 8, wherein a user's profile is continuously updated with usage.

11. The method of claim 1, wherein said step of identifying said user identifies a demographic to which said user belongs, and includes capturing a video image of a portion of said user's body, including the head, from which demographic information is derived, and said step of providing information serves sites suited to said user's profile.

12. The method of claim 11, wherein said acquiring step is performed by recording details about sites searched or visited by a user.

13. The method of claim 12, further wherein section headings and keywords of sites visited are recorded.

14. The method of claim 13, further wherein keywords used in searching for sites are recorded.

15. The method of claim 13 or claim 14, wherein recorded information is allocated to one or more attribute records.

16.   The method of claim 15, wherein said attributes are selected from the group consisting of economic stratum, age group, sex, educational background, occupation, religious background, personal technical interests and personal special interests.

5   17.   The method of claim 16, wherein said associating step is performed by weighting each said attribute matched by said acquired data to generate said user profile.

18.   The method of claim 17, wherein said weighting is performed on the basis of time or spent or the frequency of visit to sites.

10   19.   The method of claim 17, wherein a user's profile is continuously updated with usage.

20.   A server system for providing information via a public network to a user, comprising:

means for identifying a user;

15   means for acquiring a user's network usage data;

means for generating a user profile from said acquired data;

and wherein said server system provides information, obtained via said network, to said user based on a said user profile.

20   21.   The server system of claim 20, wherein said acquiring means includes any one or more of:

means for acquiring said user's fingerprints,

means for acquiring said user's retinal pattern, or

means for acquiring said user's voice pattern; and

25   wherein advertisements are served to said specific user based on said user's profile.

22.   The server system of claim 20, wherein said identifying means identifies a demographic to which said user belongs, and includes means for capturing a video image of a portion of a user's body, including the head, from which demographic information is derived, and

30   wherein information served to said user is suited to said user's profile.

23. A computer program product comprising computer program code on a storage medium, said computer program code including:

a code element for identifying a user;

5   a code element for acquiring a user's network usage;

a code element for generating a user profile from said acquired data; and

a code element for providing information, obtained from a public network, to said user based on said user profile.

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